

The Influence of Service Quality, Image and Trust on Customer Satisfaction on Primary Police Cooperation (Primkopol) Mitra Maju Jaya Polda Metro Jaya

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Abstract

This study aims to determine (1) the effect of service quality on customer satisfaction, (2) the effect of image on customer satisfaction, (3) the effect of customer trust on customer satisfaction, (4) the effect of service quality, image and trust on customer satisfaction. The population of this research is all members of the Mitra Maju Jaya cooperative. By using a random sampling technique, the minimum sample size is determined by 100 people, which is calculated using the Slovin formula. Research data were collected by distributing questionnaires to respondents, then processed with the help of the SPSS program. The results of this study indicate that (1) service quality has a positive and significant effect on cooperative customer satisfaction, (2) image has a negative and significant effect on cooperative customer satisfaction, (3) trust has a positive and significant effect on cooperative customer satisfaction, (4) service quality, image and trust have a significant effect on cooperative customer satisfaction.

Keywords: Service Quality, Image, Trust, Satisfaction, Cooperative

BACKGROUND

The rapid progress of information technology brings great opportunities as well as challenges that are no less big in the business world. Business people can now reach customers more easily. At the same time, the challenge to maintain customer satisfaction is also getting bigger. The ease of disseminating information through internet-based digital technology allows customers to exchange information very quickly so that the advantages and disadvantages of a business entity (company) can be known to the public easily. In this regard, business people implement various strategies to maintain customer satisfaction in order to survive and thrive in increasingly fierce business competition from time to time. The vital role of customer satisfaction for business growth does not only apply to large companies but also small and medium companies or SMEs (Small and Medium Enterprises). One of the important keys for SMEs to be able to compete with large companies is to maintain customer satisfaction.

One form of SME is a cooperative. Judging from its characteristics, cooperatives cannot simply be equated with business companies in general that are fully profit-oriented. Cooperatives principally aim for the welfare of their members in accordance with the principle of "from members, by members and

for members (UU No. 25 of 1992). To achieve organizational goals, namely the welfare of all members, cooperatives carry out business ventures according to their type (savings and loan cooperatives or all-business cooperatives). Profits from the business run by the cooperative (called SHU—Residual Business Results) are shared among all members. cooperative's ability to prosper its members. The Mitra Maju Jaya Polda Metro Jaya Police Primary Cooperative (PRIMKOPOL) is a multi-business cooperative with 5,000 thousand members, namely police officers who serve in Polda Metro Jaya, outside the Lalu and Sabhara units. The two units have their own cooperatives

Based on an interview with Mrs. Ratnawati Yatim, head of PRIMKOPOL Mitra Maju Jaya, active members of the Cooperative are less than 50% Most of the members (> 50%) are in passive status, meaning that de jure are listed as Mitra Maju Jaya Cooperative Customers but have never shopped at stores that managed by cooperatives and have never carried out savings and loan activities.

With 5,000 members, the Mitra Maju Jaya Cooperative can only produce SHU under Rp. 5 billion per year. The SHU of the Mitra Maju Jaya Cooperative is comparatively smaller than the SHU of the Cakra Cooperative (for Lalu members) and the Sabhara Cooperative. With only 1,400 members, the Cakra Cooperative

has managed to record an SHU in 2021 of Rp. 3 billion and the Sabhara Cooperative of Rp. 2.3 billion with 1100 members. According to the Cooperative Management: "The low participation of members is the main factor in the low SHU of the Mitra Maju Jaya cooperative." The two business units that have the most potential to be developed to increase the SHU are the trading and loan units. According to the author's assessment, the performance of these two units has not been maximized so that there has been no significant increase in cooperative SHU in the last 4 years. Customer satisfaction itself is influenced by a number of factors, so according to Arief (2020) the concept of customer satisfaction is still abstract. This means that there is no standard unit or measure that can be used to determine the level of customer satisfaction because customer satisfaction is not a single variable that stands alone, but is influenced by various factors. Three of these factors are service quality, image and customer trust. Research in several other cooperatives has proven the significant effect of these three variables on the quality of customer satisfaction, including

research by Utami & Puja (2021), Puspito (2017), Sutrisno (2017).

Therefore researchers are motivated to prove the effect of these three variables on customer satisfaction at PRIMKOPOL Mitra Maju Jaya with the research title: "The Influence of Service Quality, Image and Trust on Customer Satisfaction of Primary Police Cooperative (Primkopol) Mitra Maju Jaya Polda Metro Jaya".

METHOD

This study uses a multiple linear regression analysis approach aimed at determining the linear relationship between several independent variables commonly called X1, X2, X3 and so on. with the dependent variable called Y. This research was conducted at the Mitra Maju Jaya Cooperative Office which is located at Jalan Sudirman No.55, Jakarta. Data collection was carried out at the Polda Metro Jaya Jakarta complex. This research was conducted from February 2022 to July 2022. The minimum sample size required is 99 people or rounded up to 100 people to anticipate invalid data. The sampling method was carried out randomly (random sampling). Namely giving a questionnaire to Cooperative Customers who are visiting the office or to the cooperative shop.

Result

Table 1 F Test Table

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	112,489	3	37,496	16,858	,000 ^b	
Residual	197,963	89	2,224			
Total	310,452	99				

Dependent Variable: Customer Satisfaction

Predictors: (Constant), Trust, Brand, Service Quality

Based on the table above, it is known that the Fcount value is 16.858 and the Ftable value is 2.71. Because the value of Fcount is greater than Ftable, namely $16.858 > 2.71$, accept H_a and reject H_o , which means that the variables of service quality, image and trust simultaneously have a significant effect on purchasing decisions.

DISCUSSION

Based on the F test, it is known that there is a significant influence between the variables of service quality, image and trust simultaneously

on customer satisfaction. Based on the Determination Coefficient Test, it is known that the Adjusted R Square value is 0.341, meaning that the Customer Satisfaction variable can be influenced by the service quality, Image and Trust variables. While the other 65.9% is influenced or explained by other variables not discussed in this study.

CONCLUSION

Service quality, image and trust have a significant effect on Mitra Maju Jaya's customer satisfaction.

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